

MEMORANDUM

Agenda Item No. 11(A) (29)

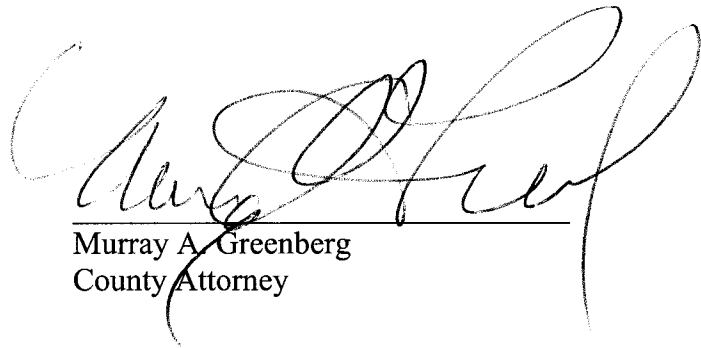
TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: January 24, 2006

FROM: Murray A. Greenberg
County Attorney

SUBJECT: Resolution directing
County Manager to correct
imbalance in County's
media outreach program

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Dorrin D. Rolle.



Murray A. Greenberg
County Attorney

MAG/bw



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: January 24, 2006

FROM: Murray A. Greenberg
County Attorney

A handwritten signature in black ink, appearing to read "Murray A. Greenberg", is written over the printed name of the County Attorney.

SUBJECT: Agenda Item No. 11(A)(29)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A) (29)
1-24-06

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MANAGER TO
CORRECT THE CURRENT IMBALANCE THAT CAUSES
THE COUNTY'S MEDIA OUTREACH PROGRAM TO
UNDERSERVE THE AFRICAN-AMERICAN COMMUNITY

WHEREAS, the Board of County Commissioners recognizes that it is important to reach out to the diverse parts of our multi-ethnic, multi-national and multi-lingual population that is not served by mainstream media; and

WHEREAS, the County's current media outreach program is imbalanced in that an insufficient amount of resources are devoted to informing the African-American community of legal notices, bid opportunities, employment options, and advertising of County initiatives and services; and

WHEREAS, in particular, the population of the County is approximately 57% Hispanic, 21.6% black and 21% Anglo (non-Hispanic); and

WHEREAS, to reach the Hispanic market, the County publishes notices in one daily general newspaper (Diario Las Américas) with a weekday circulation in Miami-Dade County of 48,509 and a Sunday circulation of 51,434, fifteen bi-weekly community newspapers, six weekly newspapers, seventeen monthly community newspapers, and seven Spanish language am radio stations; and

WHEREAS, to reach the Anglo market, the County publishes notices in one daily general newspaper (The Miami Herald) with a weekday circulation of 316,158 and a Sunday

circulation of 431,654, four bi-weekly community newspapers, nine weekly newspapers, two monthly community newspapers, and approximately four am radio stations; and

WHEREAS, to reach the African-American market, the County publishes notices in one weekly general newspaper (The Miami Times) with a weekly circulation of 24,919, no bi-weekly community newspapers, six weekly newspapers, five monthly community newspapers, and one am radio station,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Manager is directed to correct the current imbalance in the County's media outreach program by devoting more resources to reaching the African-American population to inform them of the services and opportunities available to them through the County government. In correcting this imbalance, the County Manager is instructed to consider directing more resources to media outlets used by the African-American community, including but not limited to, the radio programming and internet websites of media outlets, such as WEDR 99JAMZ and WHQT Hot 105.

The foregoing resolution was sponsored by Commissioner Dorrin D. Rolle and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman	
Dennis C. Moss, Vice-Chairman	
Bruno A. Barreiro	Jose "Pepe" Diaz
Audrey M. Edmonson	Carlos A. Gimenez
Sally A. Heyman	Barbara J. Jordan
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

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The Chairman thereupon declared the resolution duly passed and adopted this 24th day of January, 2006. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

TWL

Thomas W. Logue